What is claimed is:

1. An apparatus for receiving a material web traveling at a first speed in a receiving zone, forming discrete parts from the material web, and applying the discrete parts onto a carrier traveling at a second speed through an application zone, the apparatus comprising:

a cutting device for severing the material web to form the discrete parts;

at least two independent programmable motors;

at least two shells for receiving the discrete parts in the receiving zone and applying the discrete parts in the application zone, at least one of said shells being coupled to one of the programmable motors for moving said shell in an orbital path,

wherein said programmable motors and said shells are aligned in relation to a common axis,

wherein said programmable motors maintain said shells at first surface speeds in the receiving zone as said shells pick up the discrete parts and maintain said shells at second surface speeds in the application zone as said shells apply the discrete parts to the carrier; and

a roll positioned interior to said shells, wherein the cutting device severs the material web between said shells and against said roll.

2. The apparatus of claim 1 wherein said roll is a vacuum roll, wherein said vacuum roll provides vacuum in order to hold the discrete parts against said shells.

3. The apparatus of claim 1 wherein said cutting device is a cutting roll having an adjoining cutting blade which together rotates with or about a cutting roll shaft.

4. The apparatus of claim 1 wherein said cutting device rotates at a cutting surface speed substantially equal to a velocity of the material web while each of the discrete parts are being severed and formed and at a different cutting surface speed during intervals between discrete parts being severed and formed from the material web.

5. The apparatus of claim 1 wherein the first surface speeds of said shells are substantially equal to the first speed of the discrete parts in the receiving zone and the second surface speeds of the shells are substantially equal to the second speed of the carrier in the application zone.

6. The apparatus of claim 1 wherein at least one of the programmable motors is selected from the group consisting of a motor having a hollow shaft, a linear motor having a stationary track rail, a motor having a rotatable outer rotor and a stationary inner stator, and a motor having a rotor rotatable around a stationary component of a motor.

7. The apparatus of claim 1 wherein the programmable motors are located on at least one stationary central shaft coaxially with the common axis.

8. The apparatus of claim 1 wherein said shells have an axial length from about 4 cm to about 200 cm, tangential width from about 0.5 cm to about 200 cm, and a thickness from about 0.25 mm to about 3 mm.

9. The apparatus of claim 1 wherein said shells are constructed from materials selected from the group consisting of plastic, aluminum, steel, and combinations thereof.

10. The apparatus of claim 1 wherein the shell holds the discrete parts by methods selected from the group consisting of vacuum, mechanical forces, electrostatic forces, magnetic forces, and combinations thereof.

11. The apparatus of claim 1 further comprising an applicator for performing a secondary process on the parts between the receiving zone and the application zone.

12. The apparatus of claim 1 further comprising an applicator for performing a secondary process on the parts before the receiving zone.

13. The apparatus of claim 12 wherein the secondary process is the application of adhesive or printing.

14. The apparatus of claim 1 wherein the shell has a tapered end.

15. The apparatus of claim 1 wherein the first and second surface speeds of said shells are substantially constant.

16. The apparatus of claim 1 wherein the first and second surface speeds of said shells are variable.

17. The apparatus of claim 1 wherein either the first surface speeds of said shells or the second surface speeds of said shells are variable.

18. The apparatus of claim 1 wherein the carrier is selected from the group consisting of a web substrate, belt, drum, and external-discrete part.

19. A method for receiving a material web traveling at a first speed in a receiving zone, forming discrete parts from the material web, and applying the discrete parts onto a carrier traveling at a second speed through an application zone, the method comprising the steps of:

providing a cutting device for severing the material web to form the discrete parts;

providing at least two independent programmable motors;

providing at least two shells for receiving the discrete parts in the receiving zone and applying the discrete parts in the application zone, at least one of said shells being coupled to one of the programmable motors for moving said shell in an orbital path,

wherein said programmable motors and said shells are aligned in relation to a common axis,

wherein said programmable motors maintain said shells at first surface speeds in the receiving zone as said shells pick up the discrete parts and maintain said shells at second surface speeds in the application zone as said shells apply the discrete parts to the carrier;

providing a roll positioned interior to said shells, wherein the cutting device severs the material web between said shells and against said roll;

receiving the material web in the receiving zone;

severing the material web between said shells and against said roll to form the discrete parts; and

applying the discrete parts in the application zone.

20. The method of claim 19 wherein said roll is a vacuum roll, wherein said vacuum roll provides vacuum in order to hold the discrete parts against said shells.